

Challenges/Solutions of UNC Executive Development Client Partner Relationships

Organization/Challenge: A major energy corporation must prepare new managers and technical experts for the challenging issues they will face as the changing industry requires new leadership capabilities at all levels.

Goal: Engage leaders through the delivery of a program in regions around the world that is designed to ensure learning of consistent leadership practices throughout the organization.

Solution: Develop an executive development program that equips leaders with insights on how their personal leadership styles impact the effectiveness of their global and virtual teams to lead change in the organization, and doing so consistent with the company's values.

Organization/Challenge: Multi-national heavy and consumer equipment manufacturer and distributor in an emerging market environment where franchise dealer/owners are faced with growing competition and evolutionary changes as their markets grow.

Goal: To get the individual dealer/owners to evolve from a large expenditure, product-focused approach, to a more client-focused, smaller purchase approach necessary for their future success.

Solution: Deliver an intensive, two-week program focusing on negotiation skills, organizational analysis, networking best practices, stress management and leadership. Program includes a personal business challenge developed during the program for immediate implementation afterward.

Organization/Challenge: Large Indian conglomerate with a number of businesses faces new competition from multi-nationals moving into their market. The challenge is to remain competitive across the enterprise in a rapidly expanding market and to have an action plan ready for implementation at the program's end.

Goal: To get the senior management focused on competitive strategy and marketing, looking at their products and services differently.

Solution: Design a program focused on marketing strategy and implementation. Include a CEO Challenge where participants develop an implementation strategy for each of the businesses. The strategies are then reviewed in the program, fine-tuned and approved for ongoing rollout. Executives are inspired to challenge boundaries and implement immediate change.

Organization/Challenge: American manufacturer is losing market share in an industry that is losing business to overseas competitors. In order to remain strong in a highly competitive, now global arena, they need to innovate their product lines and streamline their go to market strategy.

Goal: To differentiate their products/product line and develop a strong culture of innovation and strategy within the organization that continues to evolve as new challenges arise.

Solution: Design a program focused on innovation, strategy and a realignment of leadership's thinking to position them as an industry thought leader and innovator. Analyze the company product line in order to differentiate from the competitor's brands, by keeping the "rising stars" of the new products while phasing out legacy brands in order to build a foundation for further innovation and growth.